

**MARCH FSI'S**

**MARCH 13 - NATIONAL FSI**

CIRCULATION: 58,303M  
NET COST SPACE: \$291,932  
GROSS COST SPACE: \$343,449  
PRODUCTION CHARGES: UNKNOWN  
TOTAL GROSS COST:

*Concepts 1/18*  
*Ask - 1/20*  
*Film 1/28 (2/4?)*

*Concepts 1/18*  
*Ask 1/26*

*4/10 = Film 2/11*  
*4/17 = Film 2/18*

**MARCH 20 AND 27 - REGIONAL FSI'S**

*Creative due date 1/21*

**RECOMMENDED:**

FORM BREAKS ELIMINATED  
COST SAVINGS: \$10,800 (CPM - \$5.87)

CIRCULATION: 7,788M  
NET COST SPACE: \$38,862  
GROSS COST SPACE: \$45,720  
PRODUCTION CHARGES: UNKNOWN  
TOTAL GROSS COST:

**NOT RECOMMENDED:**

USING EXACT MARKET LIST PROVIDED  
(CPM - \$6.64)

CIRCULATION: 7,230M  
NET SPACE COST: \$36,078  
FORM BREAKS: \$12,000 (6 @ \$2,000 EACH)  
NET COST: \$48,078  
GROSS COST: \$56,562  
OTHER PRODUCTION CHARGES: UNKNOWN  
TOTAL GROSS COST:

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1/12/94

# TIME WARNER SELECTIVE BINDING TEST

MAY PUBLICATIONS: MID-FEBRUARY CLOSE

	PEOPLE	SPORTS ILL.	TIME*	ENT. WEEKLY*
MATCH RATE	7.60%	13.10%	12.30%	19.10%
RATE BASE				
UPSTATE NY	47,000	49,000	55,000	15,000
FLORIDA	180,000	118,000	178,000	46,000
SMOKERS (USING MATCH RATES ABOVE)				
UPSTATE NY	3,572	6,419	6,765	2,865
FLORIDA	13,680	15,458	21,894	8,786
TOTAL SMOKERS	17,252	21,877	28,659	11,651
TOTAL SMOKERS (ALL PUBS)	79,439			
PM NATIONAL PAGE RATE	72,552	94,915	96,189	27,455
4/C NON-BLEED				
SMOKERS SURCHARGE	15,000	7,500	7,500	5,000
BRC SURCHARGE	6,056	6,024	6,077	9,334
COPY SPLIT SURCHARGE	3,250	3,250	3,250	2,500
TIPPING CHARGE (BRC)				
UPSTATE NY	776	0	0	0
FLORIDA	2,970	0	0	0

## ALL OPTIONS ASSUME A PAGE NATIONAL AD

OPTION 1	\$90,802	\$105,665	\$106,939	\$34,955
COPY SPLIT (ON-PAGE COUPON) IN UPSTATE NY AND FLORIDA				
OPTION 2	\$97,354	\$108,439	\$109,766	\$41,789
BRC - UPSTATE NY AND FLORIDA				
OPTION 3	\$97,634	\$111,689	\$113,016	\$44,289
BRC UPSTATE NEW YORK COPY SPLIT FLORIDA				
OPTION 4	\$99,828	\$111,689	\$113,016	\$44,289
BRC FLORIDA COPY SPLIT UPSTATE NY				

\* COPY SPLIT WITH ANOTHER BRAND. PRO-RATED COSTS TO BE DETERMINED

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